



How to Organize a Community Forum on Single-Payer Health Care

This handout contains an outline of the basics for planning an event. For more information, and a checklist that you can use as a worksheet when you are planning your event, go to <http://www.muohcc.org/resources.html>.

What You'll Need:

- A. A Plan:** Define the **Who, What, Where, When,** and **How** of the event, and the **Next Steps** to follow after the event.
- B. Who:** Speakers & Moderator • Volunteers • Target Audience • Target Media
- C. What:** Decide on an agenda – what you want to show and/or what topics you want to present at the forum.
- D. Where:** Choose a location for the event, ideally with the following characteristics:
 1. Disability accessible;
 2. Can accommodate the target size of your audience without being too large;
 3. Has parking, tables and chairs;
 4. Can be set up to serve coffee and munchies;
 5. Has a blank wall or an AV system to project slides, Power Point presentation, movie, etc.
- E. When:** Negotiate a date and time that works for your speakers, and make sense for your target audience.
- F. How:** Determine how you will attract the audience and media you want to attend.
 1. **Publicity:** Produce publicity materials to share with print, broadcast, and online media to attract an audience and to obtain media coverage.
 - Start to prepare for publicity at least 4-6 weeks before the event.
 - Execute your publicity plan 2-4 weeks before the event.
 2. **Distribute** flyers, press releases, and event details to media, online calendars, e-mail listservs, partner organizations, and prominent community locations.
- G. Materials to Have at the Event:**
 1. **Items for the Venue:**
 - a. Flyers to post on doors
 - b. Sidewalk sign with directions outside the entrance
 - c. Food and beverages
 - d. Collection box(es) for donations
 - e. Audio/Visual equipment
 - f. Camera(s): To take photos during the event
 2. **Items for the Display/Registration Table:**
 - a. Clipboards with sign-up sheets
 - b. Pens and markers
 - c. Handouts, such as:
 - MHP postcards to send to legislators
 - MHP handouts/bookmarks
 - MUHCC and/or GMHCC brochures
 - Event evaluation forms
 - d. Name tags

H. Tasks for the Day of the Event:

1. **Before the event:** Arrive an hour early to set up for the event.
 - a. Set up the registration/information tables, equipment, and food.
 - b. Put up flyers that will tell people easily how to get from the parking space to the room in which the event is being held.
2. **During the event:**
 - a. Two people should staff the **registration table** and serve as greeters.
 - b. One or more people should serve as **photographers**, taking still photographs and video if possible.
 - c. About half-way through the program, make a compelling plea and **ask people to donate money to MUHCC or GMHCC for the Campaign for the Minnesota Health Plan.**
 - See the handout "Fundraising for the Minnesota Health Plan" for more information.
 - d. Count the number of people at the event, and ask that they fill out evaluation forms.
 - e. Enjoy the event!
3. **When the event is over:**
 - a. Clean up, and leave the room as you found it or as requested by the caretaker.
 - b. Two people should count the money donated, put it in a sealed envelope, and write the following information on the envelope:
 - Amount collected
 - Date of collection
 - Name of event
 - Event organizer's name and telephone number.

I. Tasks for After the Event:

1. **Deliver sign up sheets and funds received to MUHCC and/or GMHCC.** (See the handout "Fundraising for the Minnesota Health Plan" for details you'll need.)
 - **GMHCC:** 47 N Park St., Mora, MN 55051; 888-694-5055; Attention: Tim Burkhardt
 - **MUHCC:** 2469 University Ave W, Suite W150, St. Paul MN 55114; 651-641-4073; Attention: Don Pylkkanen
2. **Write thank you's to speakers and volunteers.**
3. **Update MUHCC and/or GMHCC on your event.** For example, send the following information to MUHCC at info@muhcc.org:
 - # of attendees
 - Amount raised
 - A brief summary of the event
 - Photographs of the event
 - Evaluation results, if you asked people to complete an evaluation form.
4. **Write articles on the event and mail article and pictures to local media and legislators.**
 - If the event was in the Twin Cities, send your article and pictures to the Twin Cities Daily Planet.
 - Send a copy of printed articles to the legislators with a personal note.